

Message Text

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R 060303Z NOV 75
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INFO AMCONSUL OSAKA KOBE
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AMCONSUL FUKUOKA
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E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: 1976 CCP CAMPAIGN: METALWORKING AND FINISHING EQUIPMENT

REF: TARGET INDUSTRIES PLANNING REPORT #5 (MARCH 5, 1975)
"THE METALWORKING AND FINISHING EQUIPMENT INDUSTRY"
PREPARED BY OFFICE OF MARKET PLANNING

FOR COMMERCE

1. SUMMARY: IF COMMERCE CAN PROVIDE LIST OF U.S. MANUFACTURERS OF METALWORKING AND FINISHING EQUIPMENT, EMBASSY WOULD LIKE TO MOUNT DIRECT MAIL CAMPAIGN AIMED AT ATTRACTING NEW-TO-MARKET (NTM) FIRMS INTO JAPANESE MARKET. END SUMMARY.

2. IN CONJUNCTION WITH ITS CCP CAMPAIGN ON METALWORKING AND FINISHING EQUIPMENT (FY 76-TARGET INDUSTRY), EMBASSY IS CONSIDERING POSSIBILITY OF MOUNTING DIRECT MAIL SOLICITATION OF U.S. MANUFACTURERS IN THIS FIELD IN ORDER TO ATTRACT NTM FIRMS TO JAPAN. ON PAGE ONE OF COMMERCE REPORT CITED REFERENCE, WE NOTE STATEMENT THAT THERE ARE ABOUT 350 FIRMS BELONGING TO U.S. MACHINE TOOL (METALWORKING AND FINISHING) INDUSTRY NARROWLY DEFINED. THIS WOULD APPEAR TO BE A REASONABLY SIZED TARGET GROUP WHICH EMBASSY COULD REACH WITH A DIRECT MAIL PROGRAM. COMMERCE COULD PROVIDE EMBASSY WITH NAMES AND ADDRESSES OF FIRMS

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CONSTITUTING THIS U.S. INDUSTRY, WE WOULD PLAN FOLLOWING:

3. EMBASSY WOULD FIRST DELETE NAMES OF FIRMS KNOWN TO BE IN JAPANESE MARKET ALREADY. TO ALL OTHERS EMBASSY WOULD MAIL SHORT DESCRIPTION OF JAPANESE MARKET WITH INDICATION OF OPPORTUNITIES FOR SALES OF U.S. EQUIPMENT. FIRMS INTERESTED IN ATTEMPTING TO ENTER MARKET WOULD BE ASKED TO COMPLETE AND RETURN SHORT QUESTIONNAIRE OUTLINING THEIR PRODUCTS AND THEIR PRIMARY INTERESTS, E.G., APPOINTING AGENT, ETC. THESE FIRMS WOULD ALSO BE ENCOURAGED TO SEND CATALOGS.

4. ON BASIS OF INFORMATION RECEIVED, EMBASSY WOULD DEVELOP LIST OF U.S. FIRMS AND THEIR PRODUCT LINES AND WOULD IN TURN MAIL THIS LIST TO IMPORTERS/DISTRIBUTORS AND TRADE ASSOCIATIONS. BASED ON PAST EXPERIENCE, SEVERAL ASSOCIATIONS WOULD BE PREPARED TO DISTRIBUTE SUCH A LISTING AMONG THEIR MEMBER FIRMS. LISTING COULD ALSO BE FEATURED IN EMBASSY'S COMMERCIAL NEWSLETTER. IN ALL OF ITS PUBLICITY, EMBASSY WOULD INDICATE WHICH COMPANY CATALOGS WOULD BE AVAILABLE IN THE COMMERCIAL LIBRARY. INTERESTED JAPANESE FIRMS WOULD BE ASKED TO CONTACT THE AMERICAN FIRMS DIRECTLY.

5. IN ITS MAILING TO THE U.S. FIRMS, EMBASSY WOULD EXPLAIN THAT ITS EFFORTS IN THIS CAMPAIGN WOULD BE LIMITED LARGELY TO ACTIVITIES OUTLINED PARA 4 ABOVE AND WH FURTHER ASSISTANCE AND INFORMATION ON ENTERING THE JAPANESE MARKET CAN BE OBTAINED FROM COMMERCE DISTRICT OFFICES.

6. IF EMBASSY RECEIVES CATALOGS FROM A SIGNIFICANT NUMBER OF FIRMS, SMALL CATALOG EXHIBITIONS MIGHT ALSO BE ORGANIZED BOTH HERE OR AT OTHER POSTS IN JAPAN. JAPANESE ORGANIZERS OF INTERNATIONAL MACHINE TOOL FAIR, SCHEDULED FOR TOKYO NOVEMBER 1976, HAVE INDICATED THEY MIGHT BE PREPARED TO PROVIDE EMBASSY WITH SOME SPACE FREE OF CHARGE FOR PROMOTIONAL EFFORTS.

7. NO MAJOR TRADE EVENT (I.E., TRADE SHOW, CATALOG EXHIBITION) HAS BEEN PLANNED FOR THIS PRODUCT CATEGORY

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AND EMBASSY FEELS THAT SOME EFFORTS SHOULD BE MADE ATTRACT NTM FIRMS PRODUCING NUMERICAL CONTROL AND OTHER ADVANCED MACHINE TOOLS TO JAPAN IN ATTEMPT TO MAINTAIN U.S. LEAD AS PRINCIPAL FOREIGN SUPPLIER IN FACE OF INCREASING COMPETITION. ALTHOUGH PLAN OUTLINED ABOVE DOES NOT FIT DIRECTLY INTO NORMAL COMMERCE PROMOTION PROGRAMS, IT WOULD APPEAR TO PROVIDE A FEASIBLE AND INEXPENSIVE (IN TERMS OF FUNDS AND

MANPOWER) MEANS OF ATTRACTING U.S. FIRMS AND INITIATING
REFIND ACTIVITIES ON THEIR BEHALF. RECENT EXPERIENCE
WITH DESIGN ENGINEERING CATALOG EXHIBITION HAS SHOWN
THAT CONSIDERABLE INTEREST CAN BE GENERATED AMONG IM-
PORTERS THROUGH USE OF CATALOGS ALONE. EMBASSY PRESENTLY
INITIATING SHORT SURVEY OF MARKET IN ATTEMPT
TO MORE CLEARLY IDENTIFY BEST SALES PROSPECTS.

8. PLEASE INDICATE WHETHER COMMERCE CAN PROVIDE LISTING
OF U.S. FIRMS OUTLINED PARA 2. IF SUCH A LISTING IS
AVAILABLE IN COMPUTER SYSTEM, COULD PRE-ADDRESSED LABELS
BE MADE UP FOR EMBASSY'S USE?
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